Mayfair Market Opens In Cucamonga

REACHING EVERY HOME In The GREATER CUCAMONGA DISTRICT

CUCAMONGA The News

SERVING CUCAMONGA. ALTA LOMA. ETIWANDA Supplement To Upland News PRICE 10c Single Copy Thursday, Oct. 20, 1960

Market Opening Marks the Era Beginning in District

Mayfair Market, the first major development of a local shopping center in Cucamonga, will hold its Grand Opening Thursday, Friday, Saturday, and Sunday, Oct. 20-23.

The new market is located at 9477 Foothill Blvd., at Malachite, one block West of Archibald, in the heart of Cucamonga.

Finishing touches to the big new building were completed this past week. More than 18,000 square feet of space is provided for in the market facility, estimated to cost about $150,000.

In addition to the huge market, 80,000 square feet will be provided for parking to accomodate more than 200 cars.

New Era

The huge installation is being celebrated as more than just a market opening, for residents hail the Mayfair arrival as the beginning of a new era in shopping, business and community relations.

Mayfair Market in Cucamonga will feature the latest market facilities and conveniences. In addition to the grocery, meat and product departments, there will be the delicatessen department with the widest assortment of imported items, cheeses and Italian delicacies to be found anywhere in the area.

A complete liquor department, Van de Kamps Bakery, and many miscellaneous departments such as sundries and a complete magazine section round out the supermarket.

The front of the building features an exterior of color and beauty. Huge signs proclaim "Mayfair." The interior of the building is painted yellow, aqua, and white on alternating walls accentuated by coral.

Murals of desert, sea and other landscape scenes are attractively arranged on the walls.

There are 78 lineal feet of frozen food department units, 26 feet of units for ice cream, and 52 feet of triple-shelve gondolas for the delicatessen department.

With this picture of the size of the store, add 68 feet of refrigerated meat units, 15 gondolas, 4 produce tables, and 15 feet of high wall shelving.

Six Cashiers

There are six cashier checkout stands, with the latest model cash registers, featuring complete service for the customer. The customer wheels her grocery cart up to the check out stand and the clerk takes over from there.

The customers do not have to take the food items from the basket, as the clerk does all this.

Vinyl asbestos floor tile, in colorful, attractive shades is used throughout the building.

Also, for the customers' enjoyment, music is piped continuously throughout the store.

Other modern conveniences include self - service meat made available by machine wrapped meats, with personal service and special request handling.

Entrance and exit convenience is provided by automatic doors.

Equipment Theft Reported

Theft of equipment valued at $170 from the Cucamonga Water District was reported to San Bernardino sheriff's deputies last week.

According to a report filed at the Ontario substation of the sheriff's office by Dep. V. L. Colvin, Arnold Hively, water district foreman, reported that during the past week two large barricades and 10 flasher units were stolen from the intersection of Alta Cuesta Drive and Camino Sur, Red Hill, where they had been placed.
and tried to rob him.

No Delay in Industry Seen for District

Despite rejection of the $950,000 sewer bond issue by Cucamonga voters last week, district leaders see no change in the industrial growth in the area.

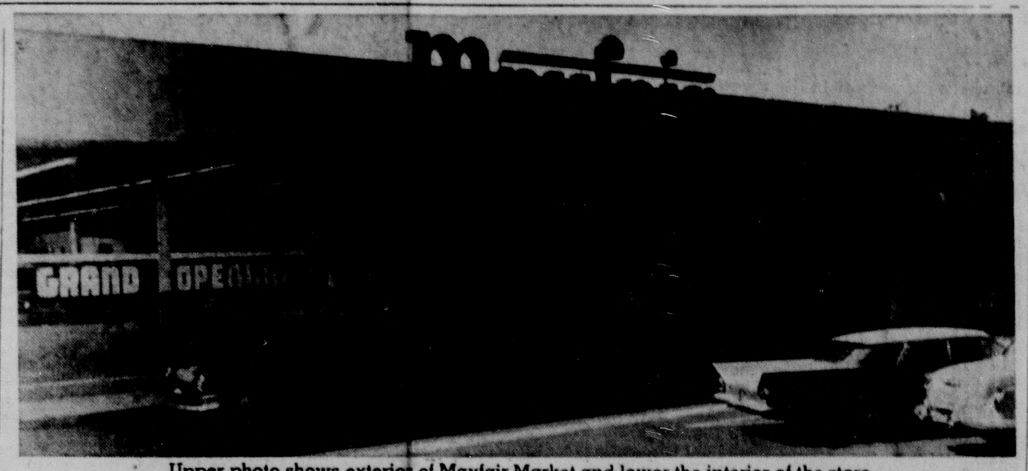
Particular reference was made to the construction of the Otis Elevator and the Pacific Steel Rolling Mills plants which are planned or under construction in the area.

Sewage service for both of these big plants will be furnished with portable disposal plants by the Cucamonga County Water Company.

The water company can also provide services for any other industrial installation which plans to move into the area. Such a plan would result in the lowering of taxes in the area because of a larger and wider tax base provided by the industrial plants, while not requiring any community services.

Residents will still have to rely on cesspools and septic tanks which experts consider as undesirable, especially in these days of the automatic washers and the heavy, continued use of detergents which clog the drainage soils upon which the cesspools depend.

When the large plants are completed, civic leaders said they expected decrease in school district taxes.



Upper photo shows exterior of Mayfair Market and lower the interior of the store.



Many Civic, City Officials Are Expected to Attend Fete

Mayfair Market in Cucamonga, with its grand opening slated to start Thursday, Oct. 20, now has three markets in the Cucamonga, Alta Loma, Etiwanda, Upland, Montclair, and Ontario area.

The new Cucamonga Market is located at 9477 Foothill, at Malachite, near Archibald Ave.

The other markets are in Montclair at 9850 Central Ave., and in Ontario at 831 E. Holt Blvd.

In Six States

Mayfair operates in six states with 145 markets. During 1960 alone, Mayfair will open 30 new stores.

The Cucamonga Grand Opening will feature fun, gifts, and bargains for all during the four days.

Prizes include a 1961 Ford Falcon, RCA deep freeze, RCA portable TV set, RCA table clock-radio, 40 one-day fishing excursions, 40 $25 gift certificates for a taxidermist, 2 men's wrist watches, Sunbeam electric ice cream freezer, Sunbeam automatic electric griddle, Fleetwood Rotisserie.

Entry blanks are available free at the store during the four days. The winners must be present at 2 p.m. Sunday, Nov. 6, when prizes are awarded.

Free Flowers

In addition, the following items are to be given away: free tea aprons to the first 400 shoppers each day of the first three days. Free orchids will be given away all three days.

Every few minutes Thursday, Friday, and Saturday, groceries will be given away.

For the kiddies on all three days there will be free cotton candy, ballons, and popcorn.

Every hour a Loona Tuna swimming pool toy will be given away.

Also for the children will be free rides with the Tinker Town carnival from 3 to 7 p.m. Thursday, 3 to 8 p.m. Friday, 10 a.m. to 5 p.m. Saturday, and noon to 5 p.m. Sunday. Flippo the Clown will be at Mayfair during the same time.

Officials of Mayfair include Edmund Herrscher, chairman of the Board; J. Earl Garrett, President; A. James Martin, Executive Vice President; Lloyd R. Pettengill, Vice President and regional manger of the area; and A. Edward Evans, Division Manager.

FOOD SALE

OLSON'S

MJB 24 oz. Quick Cooking, Long Grain
WHITE RICE 39c

MJB 2 lb. Can
COFFEE 98c

Birdseye Frozen Foods
Chopped Broccoli - Peas
or
French Fried Potatoes
6 FOR 99c

S&W Fresh Cucumber Sliced - Reg. 49c
PICKLES 39c

Kraft's New Style 24 oz Refrigerator Jar
MAYONNAISE 43c

Sunshine Lb. Box Krispy
CRACKERS 2 FOR 49c

LIPTON TEA 48 Bag 59c
1/4 Lb. 39c

VEGETABLES

U. S. No. 1 RUSSETT
POTATOES 10 Lbs. 49¢

Extra Fancy
TOKAY GRAPES 2 Lbs. 19¢

Stuffing Size - Fancy
BELL PEPPERS 1¢ ea

BETTER MEATS

FARM FRESH GRADE A
Whole or Cut Up
FRYING CHICKENS 35c lb.

OLSONS QUALITY BEEF
Large End
PRIME RIB ROAST 63c lb.

CLUB STEAKS 83c lb.

RATH'S BLACKHAWK
1 Lb. Cello
SLICED BACON 59c lb.

SELECT SLICED
BEEF LIVER 45c lb.

Broken Pieces
SHRIMP 69¢ lb

LANGOSTINO 6 oz Pkg
BABY LOBSTER TAILS 49¢

Prices Effective
Thursday-Saturday
Oct. 20 Thru 22

CLINT'S & OLSON'S
PLENTY OF FREE PARKING NEXT TO THE STORE
60 E. Ninth St., Upland Ph. YU. 2-2064 or YU. 2-1001

We Reserve The Right To Limit Quantities

Officers for Local College Classes Told

Class officers of Upland College Academy have been announced today by Mr. Harold Sider, Principal of the local Christian High School. The recent election reveals the following choices:

Senior Class

Gerald Eckman, president; Fran Fike, vice - president; Rella Gray, secretary; Lonnie Unruh, treasurer; Nancy Hoover, representative; and Gary Hansen, representative.

Ken Franklin, president; Jim Keller, vice president; Cynthia Herr, secretary; Ben Showalter, treasurer; Dean Olsen, representative.

Tony Dean, president; Wesley Lenhert, vice president; Karen Ebling, treasurer; Janet Beebower, representative; Bob Price, representative.

Terry Tory, president; Dave Larson, vice president; Bob Mason, secretary; Nancy Showalter, treasurer; Marilyn Stubblefield, representative; Don Winters, representative.

James Craig and Polly Payne have been appointed as Advisors for the Senior Class while Mr. and Mrs. Paul Trautwein will advise the Juniors. Mr. and Mrs. Harold Sider have been appointed as Sophomore Advisors and Mr. and Mrs. Douglas Jones will advise the Freshman Class.

Three Youths Held for Beating Man

Three Ontario youngsters aged 12, 13 and 14 have admitted beating Antonio de Garicia, of Cucamonga, with a club in a wash near Baker Ave. and 8th St. in a fruitless robbery attempt. West End sherrif's deputies booked the trio in Ontario jail.

Deputy R. E. Coyle and Reserve Officer Frank Gardner said de Garcia, bleeding from head wounds, halted a California Highway Patrolman and asked for help. Sheriff's deputies were notified of the robbery attempt and arrived at the scene in time to see the three boys running through vineyards. Coyle and Gardner captured them after a foot race.

Coyle said the three admitted playing hookey from school Tuesday and visiting a hobo jungle in the wash area where they struck up an acquaintance with the victim

Al Butherus

Cucamongans to Know



AL BUTHERUS

The market director of the new Mayfair Market in Cucamonga is no stranger to the area, nor the grocery business.

Many District residents are already acquainted with big, genial Al Butherus, the man who will head the management of this newest market in the area.

Butherus, a native of Maryville, Mo., was educated in that area and later attended Northwestern University where he played both football and basketball. He was captain of the basketball team. With a major in physical education, Al, who is now 41, spent year coaching in a midwestern state, then has spent the rest of his active career in the merchandizing business. He has been with Mayfair Markets for about 3 years and has been in the grocery business for 12.

Al is unique among most of the Mayfair employes in that he started with the company in the capacity of a manager because he was managing a store that was purchased by Mayfair.

During World War II, Al joined the air force, in the administrative side. He held the rank of First Lieutenant when he was discharged in 1945.

Butherus and his wife Rita have four children: Rick, 17; Debbie, 13; Pamela, 11; and Judy, 8. All of the children attend area schools, and live at 717 Harvard Place, Ontario.

Al says that his only hobby is golf which he plays with a 9 handicap on the Red Hill Country Club links.

. . . And

CUCAMONGA

BY HOLLIS GUTHRIE

Salute to the Grand Opening of The Mayfair Super Market of Cucamonga.

Located on Foothill Blvd, just east of Hellman Ave. in the heart of Cucamonga District. This beautiful market with plenty of free parking space, represents more than just another supermarket opening up in a suburban area, it marks the beginning of a new era in the township of Cucamonga.

The welcome mat to the owners and management of the Mayfair Market has been rolled out by all the residents of Alta Loma, Etiwanda and Cucamonga. This welcome has been extended to the Mayfair Market by all the local merchants, manufacturers and ranchers. Everyone in local business circles contacted said that the opening of the Mayfair Market is the biggest event in ages to take place in Cucamonga.

Enthused

Genuine enthusiasm has prevailed during the past week throughout the district over this grand market opening. Anticipation of a fruitful land and building development program to follow is in the air.

In fact, two new and large industrial plants are now under construction in Cucamonga and more are expected. Where there is payroll, or same in the making, commercial retail outlets can be expected to grow. Mayfair Market is to be congratulated in having such wisdom and keen business farsightedness by locating here in Cucamonga—both the company and the community will profit!

Thanks to the Upland High School band and drill teams a real show was given in front of the Mayfair Market, in the parking area, last evening during the civic and official community welcoming premiere showing of the market. We taxpayers of the Upland High School can point with pride at the wonderful organizational training our boys and girls are receiving. They were splendid. The band numbers were stimulating. On the behalf of the Cucamonga District Chamber of Commerce, we wish to thank the Upland High School Board and faculty members for the fine co-operation in helping to make this civic function a huge success. Even the Cucamonga District Lions Club adjourned it's regular meeting to attend in a body this welcoming premiere celebration for the Mayfair Market opening.

Greetings

The space isn't available to attempt the names of everyone we recognized that attended this gala affair last evening. All we could do in the crowd was say Hi- and if we missed saying that, we now say howdy, you all—hope you had a great time, and don't foget to pick up some of those shoppers bargains today, Friday and Saturday at the Cucamonga Mayfair.

One thing we enjoyed about the Mayfair people holding this opening this week, it fits in perfectly with the basic industry of Cucamonga District, which is grape growing and wine making. And this is national Wine Week. Thus it is a double celebration for our new commercial neighbor and for Cucamonga's major industry. We are tempted to say that this progressive community event could be classed as our modern version of our "used to be" Wine and Grape Festival. There was, and is, plenty of local color and atmosphere, thanks to the management of this friendly shopping center.

Senorita Cucamonga, Cucamonga's entry in the 1960 Orange Show Beauty Queen Contest, and her sister, "Princess Pat" Ramirez, being busy greeting us all at the doors and giving out flowers to the ladies and the famous S and H Green Stamp booklets. Those strolling Mexican band players give just the right touch. The bunches of fresh juicy grapes and sparkling wine displays are out of this world. The The warm, friendly and very neighborly spirit of Cucamonga really sends you at the Mayfair Market.

Cucamonga Resident Dies at 112

Mrs. Soledad Montez Gutierrez of 10365 24th St., Cucamonga, died Oct 9, 1960 in San Bernardino County Hospital at the age of 112.

Mrs. Gutierrez was born in Mexico in February 1848 and she had resided in Cucamonga for the past 43 years.

She leaves a daughter, Angela Guierrez of Bell; five sons, Leonard Gutierrez and Damacio Gutierrez of Cucamonga, Christopher Gutierrez of Pico-Rivera, Gabriel Gutierrez of Pomona, and Sylvester Gutierrez of Corona; 22 grandchildren, and 12 great-grandchildren.

Rosary was recited in Chino. Requiem Mass was celebrated in Mt. Carmel Catholic Church in Cucamonga. Interment was made in Bellevue Cemetery.

Cucamonga Ladies Plan for New Year

The Cucamonga - Alta Loma Women's Club held its first regular meeting of the 1960-1961 year Oct. 12, at Sweeten Hall, Cucamonga. A luncheon was served and new yearbooks were distributed.

Mrs. Jean Nielsen, author of eight teen-age books, the latest "Libby Come Lately", was the featured speaker. She related an interesting account of how she has combined the carreers of writing, having a family and home, and going to college.

Mrs. William Scott, 3rd Vice President, announced a benefit card party to be held Nov. 18, at Sweeten Hall, 9324 San Bernardino Rd., Cucamonga. Prizes will be offered and refreshments will be served. Tickets can be obtained from club members or at the door. Mrs. Kenneth Lloyd is the co-chairman of this event, which is to start at 8 p.m.

Mrs. Arthur Relph, Chairman of the Garden Section, announced that all club members have been invited by Mrs. Lloyd Michael to tour the Rubio Ranch, which has many acres of Hybrid Amaryllis. The ranch is located at Baseline and Carnelian Avenues.

Mrs. Maud Bonillas, President, urged all members to get out and vote in the coming presidential election.

The Upland News
257 E. 9th St., Upland, Calif. YUkon 2-1385
Dedicated To Building A Bigger And Better Community In Which To Work, Live And Relax

AN EDITORIAL

WATER CAMPAIGN BOILS

It is obvious from The News this week there is a hot election raging in the Chino Basin Municipal Water District between two men for the Upland position on the Board.

Running are Phil Holden, City Councilman, and Robert Walline. Both men now represent local water companies as general managers.

In the June primary both men defeated Howard Clark, Col. Clark has been general manager of the Chino Basin. MWD.

In Cucamonga Carl Masingale defeated Fontanan R. C. Wolf, president of the Board.

Thus, the voters in two districts started a chain reaction that is "shaking up" the District that has a million dollars a year to spend.

* * *

THE NEWS this week presents questions and answers from the candidates. We also are happy to present an important article written by Mr. Holden, who submitted it two weeks ago on his own initiative.

* * *

The reorganization is not over yet in the District, however. A vital fight for control still rages. Mr. Wolf, though defeated, now is trying to gain the position of general managership. We think this should be chopped off pronto, as control still would remain in the same hands the voters just decided defeated.

There is a possibility that Mr. Holden would be pleased with gaining the same position, whether elected or not. He would hold his City Council post (resign the District position) as he feels there is no conflict of interest.

We agree that the admission of Rialto is a serious step to take; with control also shifting back to the Fontana crowd by a reapportionment of the districts, if Rialto enters.

* * *

Putting everything together we urge again, as we did in June, that Robert Walline be elected to represent Upland.

AN EDITORIAL

Watch Out for Vicious Propaganda Being Circulated by Communists

Flooding homes these days is a two-page mimeographed propaganda piece from the Communist Party of San Bernardino and Riverside Counties.

Few who read it will be taken in by this Communist viewpoint. It is our fervent hope that NO ONE will be taken in. The Communists are past-masters at latching onto legitimate issues and many times work for their ends that way through other people.

Entitled "The American People and the Elections," from start to finish the sheets are a statement of Communist policy designed to weaken the United States and implant ideas that in some way now or later will assist the Communists to assert their control over the United States and the world.

We refute this document item by item because of its source — the Communist Party. It is misleading and vicious propaganda. Readers should toss it into the garbage pail.

AN EDITORIAL

Sheppard Should be Returned

For 24 years Harry Sheppard has served as Congressman from San Bernardino County, now the 27th Congressional District.

As a result he has attained great position and power. He occupies important and authoritative seats in the House.

He is vice-chairman of Defense Appropriation Bill for procurement; chairman of Defense sub-committee on construction for the Army, Air Force, Navy, and Marines; sitting member on general government agencies on appropriations; Chairman of the Democratic Congressional Delegation; and chairman of the entire California Congressional Delegation which includes both Democrats and Republicans.

This Democratic Congressman is 75 years old, approaching retirement, and probably in a few short years will prefer to quit campaigning and leave behind the strain of being an ctive public figure. Sheppard defeated Castle in the last election 105,062 to 40,317.

Despite the fact we support the Republican presidential ticket, we nevertheless feel deeply the value of Congressman Sheppard's position and experience in the military field as most necessary to the security of the United States.

This requirement that all Americans elect the men most fitted to combat Communism is paramount over all other considerations.

We think Harry Sheppard is best qualified to work on military matters, and so urge his reelection in November.

Services Held Monday for Robert Sargent

Requiem services were held Monday at St. Mark's Episcopal Church for Robert H. Sargent, 79, of 248 N. Laurel Ave. who died Oct. 13, 1960 in the San Antonio Hospital.

The Rev. Joseph A. Erickson, Jr. rector officiated and entombment followed in the Bellevue Mausoleum.

A retired maintenance man he was formerly employed by Pomona College in Claremont.

A native of India, Sargent was reared in England but came to California 30 years ago and has resided in Upland ever since.

Before coming to California, Sargent resided in Saskatchewan, Canada. He was a member of St. Marks.

Survivors include his widow, Mrs. Leah Sargent; a son, Quinton G. Sargent of Ontario; a sister, Mrs. Ada Bush of Bishop-Storsford, England; a brother, Fred Sargent, also of Bishop-Storsford, and five grandchildren.

Mrs. Collier's Rites Held

Memorial services for Loene Collier, 51, wife of George P. Collier, of 444 9th Ave. were held at the First Mennonite Church of Upland last Friday.

Mrs Collier, who has lived in Upland since 1937, died Oct. 11, 1960, at the Loma Linda Memorial hospital in Loma Linda after a lengthy illness.

A native of Waterloo, Ontario, Canada, she was a member and sunday School teacher at the First Mennonite Church.

Beside the widower, she leaves a daughter, Mrs. Stanley Goering of Butler, Kan.; a son, Larry Eugene, at home; four sisters, Mrs. Raul Ruibal of Cordoba, Argentina, S.A., Mrs. Daniel Collier of Ontario, Calif., Miss Viola Good and Miss Vera Good of Waterloo, and Robert Good of Simcoe both in Ontario.

Following services at the church under the direction of Rev. Paul Goering, interment was made at Bellevue Cemetery.

Resident in Police Force

James McLauchlin has been assigned to the Baldwin Park Area office of the California Highway Patrol, following his graduation September 30 from the CHP Academy in Sacramento, Bradford M. Crittenden, commissioner, announced this week.

The new state traffic officer reported for duty October 7. He formerly resided in Upland.

As an academy cadet, McLauchlin underwent 12 weeks of vigorous training in such diverse fields as unarmed defense, the vehicle code, traffic supervision, operation of motorcycles and patrol cars, preservation of evidence, court procedures and laws of arrest.

NEW BOY IN TOWN

Mr. and Mrs. Darwin E. Roland, of 9350 Lomita, Alta monga, are the parents of a son, born October 10, 1960 at the San Antonio Hospital, Upland.

AREA WATER PROBLEMS DISCUSSED

The following article was written by Phil Holden, city councilman and resident with an interest in the water problems of the area. Believing that water holds the key to the future of Upland and all of Southern California, The News is publishing this discussion as a public service.

On November 8 the people of California will have the privilege of voting on 1.75 billion dollars in bonds to finance the proposed California Water Plan, or as it is generally referred to, the Feather River Project. This is officially known as the Burns-Porte Bond Act and will appear as Proposition No. 1 on the November 8 ballot.

This is an important decision to make in Southern California where water is the life blood of the whole economy. We must consider carefully the costs involved and the benefits to be derived if this water plan is put into effect. In discussing the subject of water, I have found that many people know little of the story of water development in our section of Southern California. The following is an attempt to hit the high points of interest, especially for the people who have settled in our community in the last few years and are unfamiliar with Western water problems. Perhaps we should begin with a little history.

Original Colony

The original Ontario Colony was laid out about 1880 with the San Antonio Water Company being organized in 1882. At that time the only water available to the fledgling community for both irrigation and domestic uses was gravity water from the San Antonio Creek. This was taken through an elaborate pipeline system into down town Ontario and to every ten acre lot in the colony.

As the town grew, accompanied by a few dry years, it soon became evident that additional water must be developed, so in 1893 the San Antonio Water Company dug their first well on East 16th Street followed by several others in the next ten years. These wells tapped a new water source from Cucamonga Canyon. Also about this time, the little settlement of North Ontario began to row around the Santa Fe Station of the same name. This community was incorporated as the City of Upland in 1906.

From this time until about 1950, Ontario and Upland and all of the West End of San Bernardino County grew steadily. When more water was needed, the solution was simple. Drill another well and start pumping. The cities as well as the many mutual water companies in the area used this method of procuring additional water supplies. There was some talk of overdrawing the underground basins, but no one worried much about it.

Cost Increase

The cost of local water has steadily increased as water tables have receded. Today the cost of irrigation water furnished by several mutual water companies varies from a low of about $18.00 per acre foot to a high of about $38.00 per acre foot with an average of about $20.00. These figures include assessments and interest. This large spread is due to the severely reduced production from many wells along the foothills where operation costs have remained constant and water production is as low as 25⅞ of normal. One winter of heavy rains with efficient utilization of flood waters will return many of these foothill wells to nearly normal.

In the 30's and 40's elaborate systems of check dams and spreading grounds were built to collect and impound flood water for the purpose of replenishing the underground water basins. Construction of spreading grounds and settling basins is still going on. Water conservation and flood control is the main purpose in allowing the several sand and gravel companies to operate in the wash areas where all excavating is done under the direction of the county flood control engineers.

The long drought period beginning in the late 40's accompanied by the spurt of growth of the 50's produced an overdraft of local water of such alarming proportions that a movement was started to join the Metropolitan Water District.

The MWD was organized in 1928 when Los Angeles and 12 other Southern California cities joined forces to bring water from the Colorado River 240 miles away. This was the second undertaking of the City of Los Angeles to import water to supplement their local supply. The first was the Owens River Aqueduct completed in 1913 which brought water from the Owens River Valley 200 miles to the North.

In 1931 the people of the MWD voted overwhelmingly in favor of $220,000,000 in bonds to construct the Colorado River Aqueduct. As Southern California continued to grow, one district after another joined MWD until now the only urban areas still outside are the San Bernardino Valley and the upper San Gabriel Valley. Our own local area in San Bernardino County formed the Chino Basin Municipal Water District in 1950 and we voted ourselves into the MWD in 1952. The CBMWD extends from the Los Angeles County Line on the west to the Rialto City Limits on the east, from the mountains on the north to an irregular line exending from the Carbon Canyon area along the Riverside County Line to the Bloomington area on the south. The District includes the cities of Upland, Ontario, Chino, Montclair, and Fontana and the unincorporated areas of Cucamonga, Alta Loma, Etiwanda, and Guasti. Water from the Colorado Rier is now available in Upland through the Benson Avenue feeder line of the CBMWD. This water is used occasionally for irrigation, but none has been used for domestic purposes by the City water department.

This over-all water distribution system may be easily understood if you consider MWD as the manufacturer. CBMWD as the wholesaler, City water departments or mutual water companies as the retailer and the home owner or rancher as the consumer.

Three Methods

There are a number of ways to figure the cost of Colorado water depending on what sort of picture you wish to present, but I shall present the three which are easiest to understand.

1. MWD says the cost of their water this year is $27.00 per acre foot. This figure is obtained by dividing the total amount of water sold into the total expenses which includes all current costs plus debt service. $27.00 is an average figure because the costs vary somewhat from one district to another.

2. Another method is to average out the cost for each individual year since water deliveries started. In 1941, the first year of operation, the full cost of Colorado water used was almost $1,000.00 per acre foot. As use of water increased and interest on bonds decreased, the cost gradually reduced to the current cost of $27.00 with the twenty year average being about $55.00.

3. The people of Upland have paid over $560,000.00 in tax money in the past ten years towards the support of MWD and CBMWD and have used very little water. The astronomical price per acre foot figured on this basis would obviously be a distorted figure. This huge payment can be justified if written off as insurance against the day when our local water supply might become inadequate. This insurance comes to about $5.00 per capita per year.

Added Costs

However you wish to figure the cost of MWD water, you must add about $20 per acre foot for local delivery through the feeder lines of the CBMWD. This covers pumping and administration costs plus the purchase price of water from MWD. The cost and amortization of the feeder lines is paid through ad valorem tax levies. Because Upland has used very little MWD water, some people feel that we are stuck with the tax anyway, so the only price to consider is the $20.00 charge for local distribution which is comparable to the cost of our own well water. Perhaps this is true at the present time, but as we are about to vote on the Northern Water Bonds, we should take a good long look at the obligations we would incur and the benefits to be derived if such a program is adopted.

As we approach the day of decision on the water bonds, we should remember that there are still several points of the water plan which are not acceptable to MWD. Governor Brown has presented several versions of a contract with the State Department of Water Resources, but none has been accepted. One of the main differences is the effective date of the contract. The Governor wants the effective date ninety days after the adjournment of the 60-61 State Legislature. The MWD wants the contract effective as of the date of signing prior to the election to preclude the possibility of the legislature re-writing the contract. The MWD Board is in a position to know what would be beneficial to their constituents, and in my opin- California should not lend their support to the bonds unless the governor can present an acceptable contract before the election, and only then if the division of costs appears equitable to all areas. This is an important point because the Central Valley interests wants the South to subsidize part of their share of the cost.

Another point worthy of discussion is the provision in the Water Bond Act whereby the areas of origin have a paramount right to an amount of water which they will need to supply their future development. State hydrologists tell us that the Northern Water Sheds produce enough water for both North and South. This is probably true considering the average rainfall, but in an area where seasonal rainfall has a variation of 400 % from the low to the high year, a water shortage during a drouth of several years duration is not beyond the realm of possibility. Otherwise, why should a section of this water bill state that in times of water shortage, the available supply will be divided equally among all users. This division comes after the areas of origin have taken all the water they want.

The MWD has made some careful estimates of the probable cost of Northern water. Certain assumptions were made as to the amount of water used and the construction costs involved. MWD has estimated that in the year 1971-72, the first year of delivery, Northern water will cost $180 per acre foot. By 1990, as interest is reduced, the cost is expected to be $86 per acre foot. If the amount of water used is more or less than anticipated; then these cost figures will vary accordingly. The cost of local delivery must be added to these figures. This makes mighty expensive water. For illustration, let us assume the average cost of northern water will be $90 per acre foot including local delivery. Ten acres of citrus uses from 4½ to 5 acre feet of water per month. I think most growers would be quite unhappy with a water bill of $400 per month. It seems ironic that farmers of presently dry areas are looking forward to using this water for irrigation.

The MWD has a plan to combine all water from whatever souce and average out the price to a more moderate figure. The cost of Colorado water is decreasing every year as water consumption increases and bonds are retired. While costs are decreasing, the water rate will be raised each year. By 1972 a surplus estimated to be $197 million will be accumulated to apply against the high cost of northern water. It is expected that by 1990 the costs of Colorado water and northern water will average about $45 per AF. This plan of combincg costs does not lessen the cost of Northern water, but merely makes the overall water cost more attractive to the potential consumer.

Another source of water unexhaustable, lies at our very door step. This is the Pacific Ocean. Salt water conversion is nothing new. Many ships at sea distill their own fresh water and several conversion plants are located in such places as the Persian Gulf Coast and some islands in the Carribbean, but the cost of the water would be prohibitive for local use.

In 1959 the MWD authorized a study of the newer ocean conversion processes and costs by the Fluor Corporation of Whittier. A detailed report was presented early in 1960 stating that ocean water could be converted at an estimated cost of $125 per AF. By the time northern water would reach our area, the Fluor Corporation estimated that improved technology with the use of atomic power can convert ocean water for $77 per AF. In the opinon of the Fluor Corporation, a conversion plant with a capacity of 140,000 AF per year can be built for $32 million and produce water at the above prices. The estimated future price of converted sea water is comparable to the estimated price of northern water even after paying transportation inland from the coast. Water can be pumped to Upland from the coast for an estimated $25 per AF.

At this time, no agency wishes to rely on ocean conversion for its future water supply because all cost data is theoretical. No conversion plants using these processes have ever been built, and no one will guarantee to desalt sea water at the prices quoted. The Federal Government is planning to build five conversion plants using different processes, one each on the Atlantic Coast, the Pacific Coast, and the Gulf Coast, and two at inland points using brackish well water. Perhaps in a few years, some tangible figures on desalting will be available.

Cheap water from the ocean is not just around the corner, but northern water is certainly not cheap either, and none can possibly be available for eleven or twelve years. Considerating past research and the experimental plants being planned, the possibilities of ocean conversion certainly rate an attitude of conservative optimism and should not be overlooked.

The following table will show at a glance the comparable average costs per acre foot of the several possible sources of water. Local delivery charges must be added to all figures except for local well water. It must be remembered that costs of northern water and of ocean conversion are only estimates.

Source, local wells, cost today $20, future cost $25.

2. Source, Colo. River, cost today $56, future cost $20.

3. Source, No. Calif., future cost $86.

4. Source, Ocean Conv., cost today $125, future cost $77.

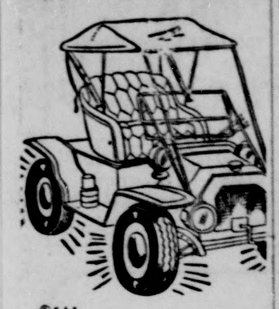
5. Source, transportation of converted sea water 45 miles inland, future cost $25.

6. Source, total cost of delivering converted sea water to Upland, future cost $120.

The many ramifications of the over-all water program have produced a very confusing situation for the voting public. It is my sincere hope that the foregoing information will help you arrive at a decision regarding your vote on Proposition 1. Whatever this decision might be, I urge you to cast your ballot on Election Day, November 8, 1960. It is everyone's duty as an American citizen.



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Hearing Set

October 20th has been set for the preliminary hearing on Veda V. Abbott, 190 W. 7th St. held on two counts of passing insufficient fund checks.

The hearing will be held in the Upland Justice Court.

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LANGUAGE ARTS WAS THE theme for a program presented to the Upland Elementary School Board recently by a group of fourth, fifth, and sixth graders in the school Library. First row: Ricky Vogt, Peggy Munoz, Dick Derby, (4th grade), Helyn Stamm, and Kristine Kordecki (5th grade). Second row: Mrs. Hawes, narrator and coordinator of the program, William Bescoby, Rick Erickson, Janice Stamm, and Wendy Nelson (6th grade).

Workshop for Teachers

To acquaint fourth, fifth and sixth grade teachers with new science equipment recently purchased by the Upland Elementary School District under the National Defense Education Act a workshop was held at Baldy View School staff.

The workshop was under the direction of Wayne Dean, science consultant from the San Bernardino County Schools. He was assisted by Glynn Frets and Charles Murcer of the Upland Junior High School staff.

Featured at the workshop was the new science demonstration wagon, containing much new equipment, including a sink and microscopes.

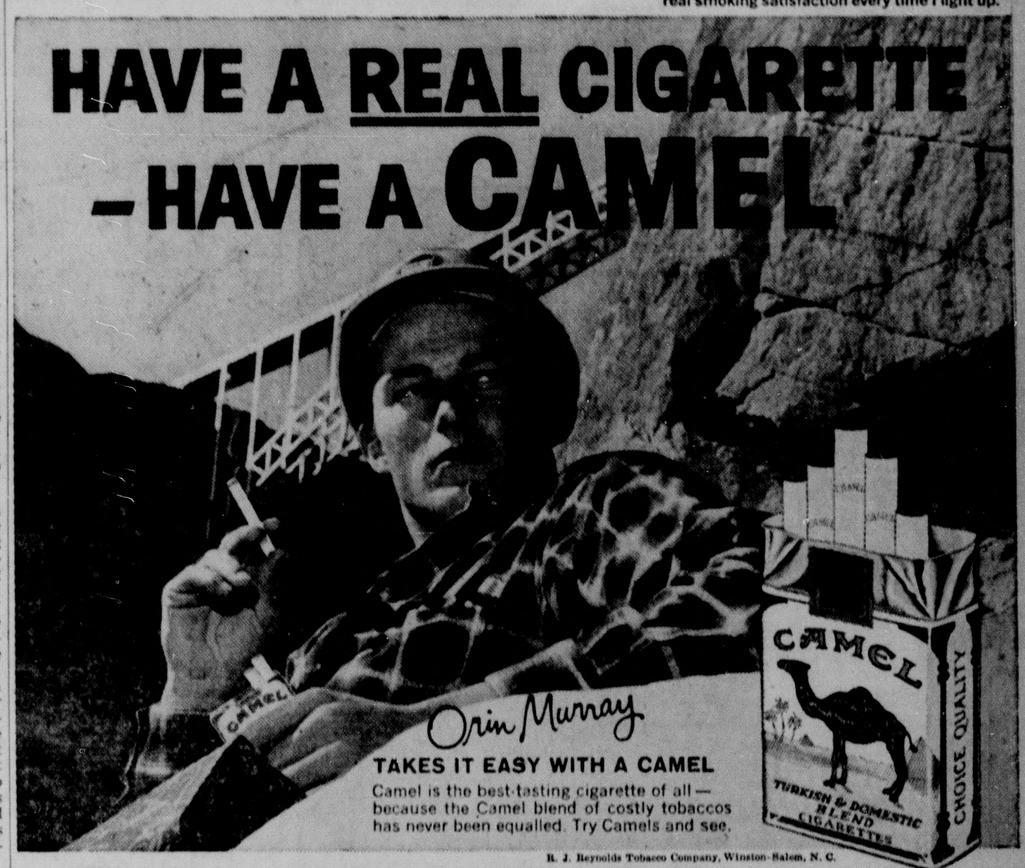
Total cost of new equipment was $4,000 last year. Of this, half will be reimbursed the district under the defense act.

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Cooler Fire?

A small fire caused by an overheated motor in the cooler was quickly extinguished by Upland Firemen recently. The blaze which occurred in a cafe at 228 N. 2d Ave. caused minor smoke damage.

Junior High Red Raiders in 2nd Defeat

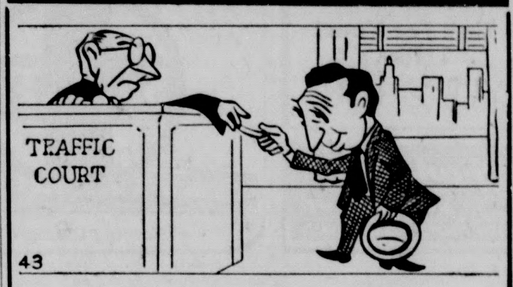
The Upland Junior High School "Red Raiders" lost their second game of the young football season to a fired up De Anza Junior High School team 18-13 Saturday at the winners field. Upland took a quick 13-0 lead at the half and appeared to be on their way to an easy win. De Anza outcharged the Raider line in the Second half and scored three touchdowns to wrap it up.

In the "B" game De Anza scored an 18-0 win over the Raider B's. Although losing by three touchdown, the Raider B team held twice during the game on the one foot line.

The undefeated Raider "C" team lost its first game of the season 22-6. One pass intercepted set up the first De Anza score while a long run, another interception and a touchback spelled defeat for Upland. Don Wilcox electrified Upland rooters in the third period when he burst off tackle for 47 yards to set up Upland's touchdown. Bob Dier scored on a flair pass from Wilcox. Upland missed three scoring opportunities when De Anza held in crucial spots.

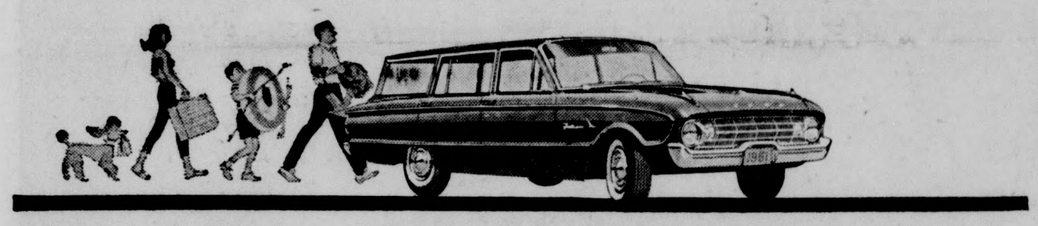
Next Saturday the Raiders entertain Vina Danks at home.

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U. S. No. 1 Russett Cello Bag Potatoes 10 Lbs. 49¢

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Holland Dutch - ½ Gal. ICE CREAM 59¢

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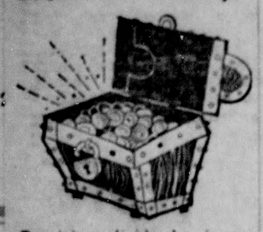
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WSCS To Open Study Course

The Woman's Society of Christian Service of the Upland First Methodist Church will continue their first study course of a series on Missionary Education on Oct. 25, in Room 14 of the new Fellowship Hall. Christian Beliefs".

Mrs. Dan B. Millikan, former president of the Woman's Society, was the guest speaker of Oct. 18.

These sessions are open to all church women of the community. They will run from 10 a.m. to 11:30 a.m. Mrs. Charles Adams and Mrs. Paul Dibble are the Co-chairmen.

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SIERRA VISTA PTA'S money-raising dinner is sure to be a gala event with (left to right) Mrs. Gordon Zwissler, Mrs. Kenneth Gordon, Mrs. Briscol Root, and Mrs. Raymond Ketchum planning the decorations. This event will be held October 27th in the school cafeteria. Mrs. Zwissler is the present PTA president.

Auxiliary Hosts District Officials

Two officials of the American Legion Auxiliary spoke to members of the Upland organization during a recent meeting.

Louise White, 25th District president, spoke briefly during her official visit here about the future of the Auxiliary.

Lily Walker, first vice president of the district, spoke on membership aims for the organization.

The meeting was held at the American Legion Clubhouse with Mrs Quatrocicocche in charge. Mrs Frank Saunders and Mrs R. E. Fields were hostesses for the evening affair.

EASTERN STAR AFFAIR DRAWS RECORD CROWD

Members of the La Estrella Auxiliary of the Upland Eastern Star were sponsors of a Luncheon Is Served, bazaar and card games recently in Masonic Temple, which 138 persons attended.

Mrs Doris Goalby, was general chairman for the event; Mrs Irene Furione, was bazaar chairman; Mrs Maude Graham was card room chairman; Mrs Marie Hershberger, was dining room chairman; and, Mrs Frieda Nelson was in charge of ticket sales.

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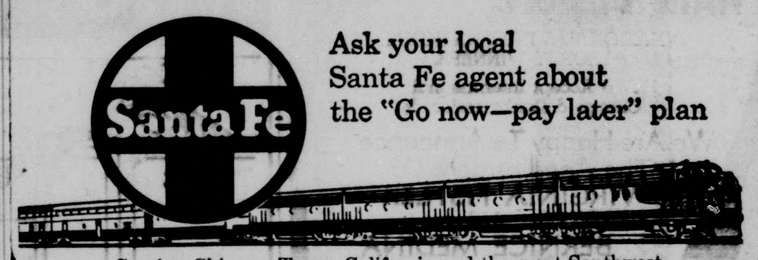
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Highland Wives Planning Benefit Bridge Luncheon

The Highland Wives Executive Board announced recently plans for the Highland Fling —Benefit Bridge and Dessert to be held Saturday Oct 22 at 1 p.m. Money raised will go to the Scholarship Fund used to aid a deserving Upland High School senior planning to further his education in the field of teaching.

It is anticipated that many friends and guests of the Highland Wives will attend this benefit party. Tickets may be purchased from any club member and reservations are being accepted by Mrs. Dale McKeon, YUkon 2-6250. Tickets will also be on sale at the door. Teacher's Lounge on the campus, the afternoon of the event.

Many favorite desserts of the club members will be donated and served from tables decorated with autumn flowers. There will also be various table and door prizes awarded.

Chairman for the afternoon is Mrs. Paul White assisted by Mmes. James Dooman, Mark Alexander, Dale McKeon and Edwin Kennedy. Daughters of members who will help with the serving are:

Nancy Stevens, Karen and Pamela Conner, Mary Lou Shirk, and Kathy Bescoby. The Executive Board met at the home of Mrs. Paul White, 598 Shasta Way, and following the business meeting refreshments were served by the hostess and assisted by Mmes. Charles Martini and Don Jackson.

Those in attendance were: Mmes. Dale Stevens, Wallace Randleman, Robert Loney, David Peterson, Sam Rice Don Morton, Dale McKeon, and James Dooman.

The next board meeting will be held at the home of Mrs. David Peterson on Monday, December 5, 7:39 P.M.

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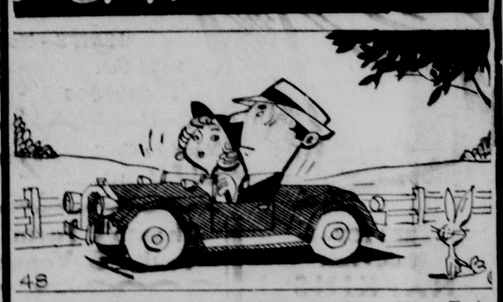
MAYFLOWER WAREHOUSE

Planners Meet at Gardner's

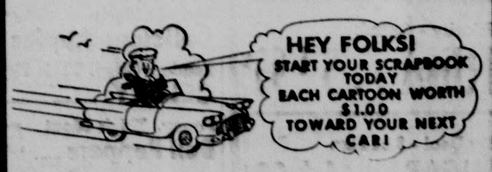
A potluck dinner at the home of Sally Gardner, 1294 Tulare Way, served as the backdrop for the first planning session and election of officers of the Chaffey College Home Economics Club. Professors Francis Hemenway and Shirley Nash are advisors to the group. Newly elected officers were: President, Sally Gardener of Upland; Vice President, Bonnie Van Hee of Corona; Secretary, Ellen Chappel of Ontario; Treasurer, Janice Woodward, Corona; Publicity Chairman, Sylvia Lamore of Chino; Social Chairman, Linda Morgan of Montclair; AWA representative, Barbara Woods, of Ontario.

Miss Hemenway showed slides of a Hawaiian vacation trip to round out the evening.

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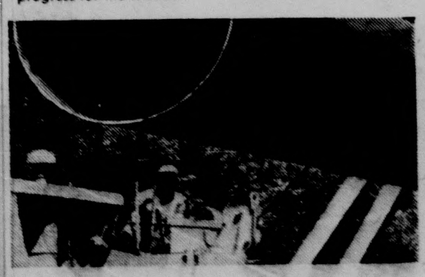
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ACTION IN HAWAII New landmark in Hawaii's economy is Standard's refinery . . . opening next month. Creating new jobs, new payrolls and products "made in Hawaii," this huge plant will cost $65,000,000 — new progress for the Islands.

ACTION 1960-1961 This year we're investing about $400,000,000 to find and produce the oil you'll need . . . and for new plants and equipment to serve our customers better in an expanding economy. Next year we expect to expend a like amount, because the future of a growing America will demand more and more oil. The best estimates indicate use of motor gasoline in the West, for example, will rise nearly 4% in 1961 over 1960. That $400,000,000 is a practical measure of our confidence in the future.



ACTION IN ALASKA Oil is on the horizon — the first commercial production. To speed it to tankers, Standard participated in construction of the just-completed 22-mile pipeline. Standard's investment in the last two years has been three times what the U.S. paid for Alaska in 1867.



ACTION IN RESEARCH How far can science and imagination commercially "stretch" the molecule of oil? Into colored plastic highways? Into a new wear-defying fiber for clothing? We're backing our research staff — 1400 strong — with $20,000,000 in 1960 . . . to find new ideas and practical answers in this age of action.



ACTION ON THE HIGHWAYS In 1960, under highway building programs, four billion dollars' worth of new roads will connect the nation with its future. As a major supplier of asphalt, Standard helps pave the way at lower cost. For asphalt puts down three smooth miles of highway for the cost of two in other pavements.



ACTION IN AGRICULTURE To keep the nation's productivity rising we completed a $5,000,000 chemical fertilizer plant this year in Washington. This month, in Iowa, we started work on another, costing $22,000,000 . . . the sixth plant in ORTHO's wide-spread agricultural family.

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Women Hear Talk About U.N. Action

The United Nations in Action, was the subject discussed at the October meeting of the Upland Business and Professional Womens Club. Dr. Donald Jordon, Associate Minister of the Upland Methodist Church was the guest speaker.

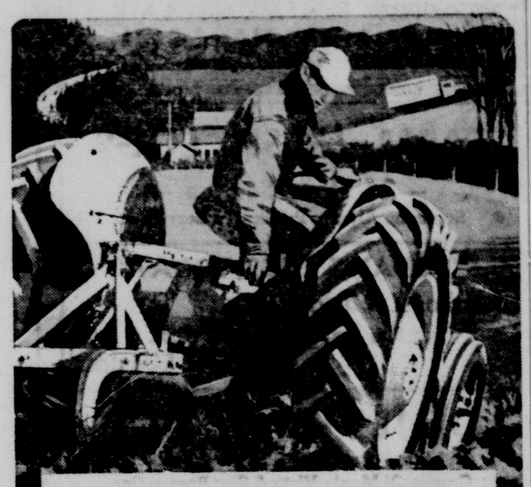
His recent visit to the United Nations in New York as a representative in a Methodist Seminar from Southern California gave him first hand information on the subject.

Mrs. Jordon joined her husband as a guest of the club at the dinner.

Miss Kathy Sicosky, talented young pianist, of Ontario, played two piano selections.

Bowls of roses and miniature flags of the United Nations were the table decorations.

Mrs. Dorothy Banta and her International Relations Committee were in charge of the meeting.



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CHEVRON GASOLINES



Mr. & Mrs. C. S. Stowell

Silver Anniversary Noted by C. S. Stowells Sunday

Open house was held Sun-

Oen house was held recently at the home of Mr. & Mrs. C.S. Stowell, 324 Greentree Rd., in honor of the 25th wedding anniversary. It was given by their children Mr. and Mrs. Richard Stowell, Mr. and Mrs. Wm. Hallett, Jr., and Melvin Stowell, also Mrs. Vernon Klementz, who is the sister of Mrs. Stowell and lives in Ontario. Another son, Roger who is in the army, coull not get home. Approximately 125 guests attended.

Special guest was Mrs. Natalie Popp, who is the mother of Mrs. Stowell. Assisting with the various duties were Mrs. Wilhelm Standfuss, a cousin; and Misses Natalie and Patty Klementz, nieces. Mrs. J. B. Swingle, a friend also assisted.

A centerpiece of twin tulle hearts, love birds, silver springs, white flowers and a silver number 25 in the center. There was a four-tiered wedding cake and a cake in the form of an open book with greetings on one side and the family tree on the other side.

The Stowells were married in Waukegan, Ill. Sept 28, 1935.

Sierra Vista PTA Plans Family Dinner

A family dinner scheduled Thursday, Oct 27 from 5 p.m. to 7:30 p.m. in the Sierra Vista School Cafeteria is slated to be the major money-making project for the school's PTA. Tickets will be available at the dinner and the public is invited to attend.

The menu will consist of ham, scalloped potatoes, country green beans, jello salad, French bread, pie coffee, and milk.

Mrs. J. W .Masters is the general chairman; Mrs. Ray Ketchum co-chairman; Mrs. Glenn Deal, treasurer, Mrs. Kenneth Gordon, decorations and hostess, Mrs. Wayne Evans, kitchen co-ordinator; Mrs. Howard Breeding, in charge of afternoon preparations and Mrs. Felix Bescoby in charge of Clean-up.

Winners in Art Show Announced

Winners in the Art and Craft Show being held at the San Bernardino County Fair now in progress at Victorville include several entrants from Upland.

Harriet White won first place in the amateur oil scenic division and Delores Conrad took second place.

In the watercolor division, still life, Mary Burnham, of Upland, won second place.

Anna McCann won an honorable mention in the leatherwork classification with her entry of a billfold.



PULLING FOR 500 — Pictured is a group of Junior Church children from the Upland Nazarene Sunday School doing their best in "Pulling for 500", a church contest which began recently. Pictured: In foreground, Connie Bryan, Daryl Hamilton holding sign: Terry Pickenpaugh, Cindy Hamilton. Rear, left to right: Melinda Whitcomb, Harriet Brown, Adelle Reichers, Annette Brown, Helen Sammon, Sandra Smith.

Sorority Women Assist in Fund Raising Campaign

Mrs W. E. Ross was the winner of the Silver Tea Service awarded by the Ontario City Council of Beta Sigma Chi, in their fund raising project to raise funds to sponsor a Mission California Council of Beta Sigma Phi breakfast meeting.

The drawing was held during the Council meeting held in the home of Mrs. Ed Bryan, 266 S. Van Ness, Upland, recently.

During the business portion of the meeting conducted by the President Mrs J.E. Risch, Mrs Ernest Hendersen Vice President read a letter from Mrs McGowan MCC Vice President who stated the Ontario City Council may have the March 1962 Breakfast, Mrs Kenneth Penn was elected Breakfast Chairman and each Chapter President will go to their chapter meeting and the various ideas for a breakfast theme will put before the Council at the Nov. meeting at which time one will be chosen.

The Council also voted to have a Pot Luck dinner March 6 time and place to be announced later, the Council will host the Chapters with each chapter bringing part of providing the decorations and coffee.

Mrs Harry Brewer gave the Chapter Presidents the MCC Directories for the year and Civil Defense Literature for the Chapter members.

The Nov. 7th meeting will be held in the Home of Mrs. Robert Sommer, 321 White Ave.

Refreshments were served by the hostess to the Mmes: Dean Dresp, Kenneth Penn, Ed. Richards, J.E. Risch, Harry Brewer, Robert Sommer, Ernest Hendersen, James Denniston, K.R. Lohr Charles Self and Richard Caffroy.

SON BORN

Mr. and Mrs. Jim Butler, of 9234 Arrow Hwy., Cucamonga, are the padents of a baby boy, born October 11, 1960, at San Antonio Hospital.

DAUGHTER BORN

Mr. and Mrs. Carl M. Gibbs, of 4382 Orchard St., Montclair, are the parents of a daughter, born October 12, 1960, at the San Antonio Hospital, Upland.

Church Circle Meeting Held

The Ruth Ann Circle of the Upland Methodist Church met at the home of Mr. Donald Maroney recently.

Mr. James Bowman, chairman, presided at the short business session.

Mr. Floyd Kellmer announced the joint meeting of the evening circles for November. The devotions were given by Mrs. Loren Moore who brought excerpto from letters written by Stanley Moore, missionary aid to Angol, Chile.

The program was in the form of a skit emphasizing the pledges for the year. Those taking part were: Mrs. James Owen, Mrs. Ted Mann, Jr., Mrs. Pete Leonard, and Mrs. Lowell Sorenson. At the close of the program the pledges were presented and dedicated.

The committee in charge of refreshments were: Mrs. James Owen, Mrs. Donald Maroney, amd Mrs. Dale Priest.

Other members in attendance were: Mrs. Dale Delozier, Mrs. Charles Adams, George Marsh, Lloyd Liberg, Harold Stickney, Edwin Behm, Dale Stevens, Dewey Thomas, Dwight Campbell, Lewis Stokes, Jay Thrasher, Lloyd Felt, George Campbell and Donald Steele.

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HOLY DAYS:

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Evening Mass: 7:30 P.M.

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(Usual Meeting Place Is Upland Woman's Club)

Sunday School Classes ..... 9:15 A.M.

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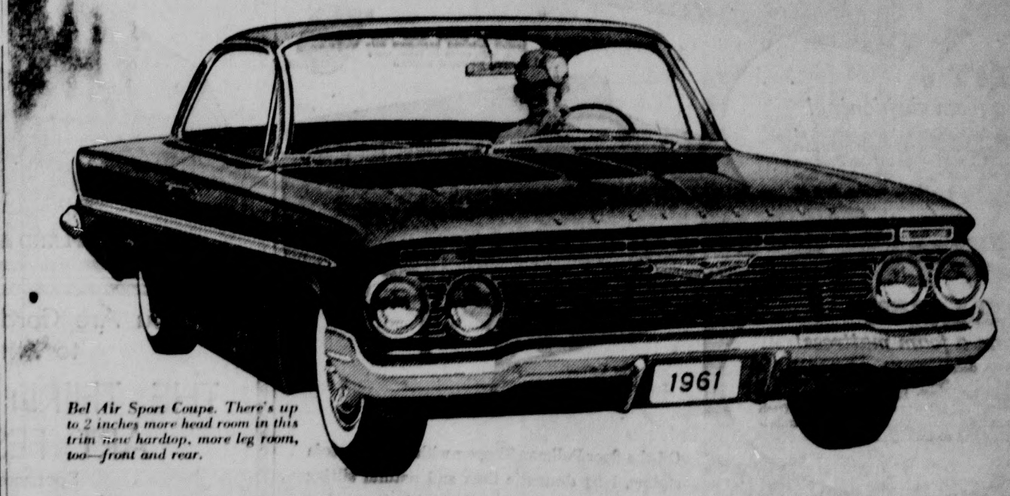
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INSTANT CREDIT

Students in Redlands Visit

Members of Upland High School's student council journeyed to Redlands recently to participate in the University of Redlands Student Government Day.

Mike Pugh, ASB president of UHS, said the agenda included: How to determine financial priority in a high school budget; the functions of the school judicial system; the ways a campus organization may contribute to the unity of a school; and the question "Should the student council or the local police be concerned with the problem of school vandalism?"

Attending from Upland High School were: Mike Pugh, ASB president; Tom Chalberg, vice president; Barbara Pedley, secretary; Edgar Hotard, treasurer; Emilie Blatnik, Social Chairman; Karen Kay, Pep Commissioner; Joel Kay, Advertising Manager; Phyllis Smith, Girls League President; Darrell Collins, Inter-Club Council President; Don Fendon, Press Representative; Gordon Schmekel, Senior Class President; Charles McGinnis, Junior Class President; and John Gilliland, Sophomore Class President. Gus Rischer, director of student activities, accompanied the group.

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PREPARING for forthcoming Voter Education Forum launched at Chaffey College are Committee members Homer Davis, Director Rex Wignall, Robert Latham and Ken Hinrichsen.

Sorority Women Hear of Missile Threat from Cuba

"Missile flight time from Cuba to the United States is One Minute", Roy E. Butler, Director of Civil Defense, City of San Diego told the members and guests of the Mission California Council of Beta Sigma Phi, during the first Breakfast meeting of the fall at the Catamaran Hotel, Mission Beach. "First Aid Training and the building of home shelter could save five hundred, fifty million people if this nation was attacked. Butler added, "all hope in books on atomic war fare used on TV or the movies have had the parts edited out by the enemy, the civil defense is here to educate the people so they may survive, he added in closing. Butler was introduced by Mrs Harry M. Brewer, Upland, Mission California Council, Beta Sigma Phi, Civil Defense Chairman.

Attending the gala "Harbor by the sea" meeting were 427 representing 57 chapters, the beautiful setting by the sea, miniature mermaids and octopic, centered the breakfast tables and a life sized mermaid and giant sea horse, drapped with fish net, flanked the stage. A lighthouse scene formed the backdrop for the head table. Treasure chests, shell and fish nets decorated the room, and completing the picture were yellow hisbus and giant

Here's a suggestion that makes sense. It's a bit of advice from top highway safety people. They say . . . concentrate only on driving when you're in the driver's seat. They add that driving is a full-time occupation and requires your complete attention.

Political Experts' Advice Sought for Forum Series

Local residents seeking expert assistance in evaluating the candidates and issues of the November election are invited to attend the Chaffey College Voter Education Forum series which will be held um series which is being held this year until October 28.

Professor Robert Latham, Chairman of the faculty committee which is organizing and directing the forum, announced that the first featured speaker will be Dr. George S. Blair, Associate Professor of Government at Claremont Graduate School, discussed "Power and Who Hold It" on Friday, Oct. 14. Dr. John A. Vieg, professor of Government, will speak on "Domestic Political Issues in the 1960 Campaign" on Friday, October 21; Dr. Fred Warner Neal, Professor of International Relations and formerly with the State Dept. will discuss, "Foreign Policy Issues in the 1950 Campaign," on Friday, October 28.

"These programs are being undertaken", Latham said, "to assist the voters of Chaffey community as well as our students with the problem of evaluating the issues of the current campaign." Speakers, he announced, will offer an unbiased, expert analysis.

These programs, which are part of the series of cultural programs sponsored by the faculty's Heritage Commitee, will begin at 8 p.m. in the Chaffey College Little Theater. Plans call for a 45 minute talk followed by a fifteen minute period of questioning. Working with Latham on the committee were Professors Homer Davis and Kenneth Hinrichsen.

Following these three pre-election discussions, the College Moral and Spiritual Values Committee has organized a related series of discussions on ethics in politics, education, business and labor. These discussions will be led by local authorities in their respective fields.

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For a truley unforgettable trip, try Glen Oak during the apple harvest.
Mouth watering smells of fresh apple pies - the clean taste of fresh apple cider, all this and more —
Take the San Bernardino Freeway to Yucaipa then North or U.S. 60 to Beaumont, North thru Cherry Valley to Glen Oak

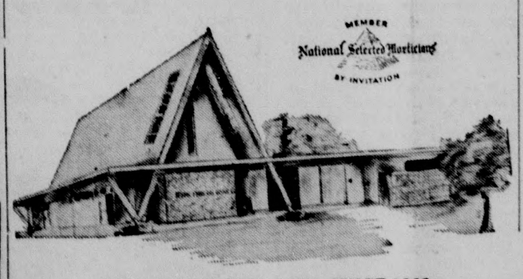
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....and not just ordinary foam, but Air Conditioned Dayton Koolfoam
Magnified photos show Koolfoam's patented open-pore surface, with up to 14 times more air-flow for cooler comfort!
SIT on foam cushioning!
Enjoy the matchless sitting comfort of resilient Koolfoam cushioning...it always holds its shape to keep Pullman Sleepers looking like new for a lifetime. There's nothing to sag, tear or loosen!
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Relax in deeper, more restful sleep. Just a finger's touch opens the sofa-bed to reveal a full size, full depth Koolfoam mattress. Exclusive "Air Conditioned" action pumps fresh air in...stale air out for cooler, more comfortable sleeping all through the night!
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Prizes will be given regardless of media
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THURSDAY, FRIDAY, SATURDAY

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ONE RCA DEEP FREEZE
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40 FREE $25.00 GIFT CERTIFICATES
(From George Lee, Famous Taxidermist)

40 FREE PASSES FOR ONE DAY DEEP SEA FISHING TRIP

ONE ROTO BROIL (Fleetwood 500" Rotisserie)

2 HILTON MEN'S WATCHES

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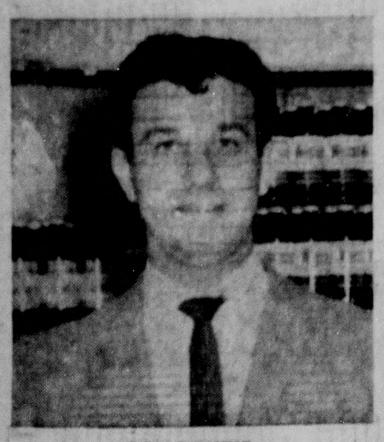
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Meet The Department Managers In The NEW MAYFAIR MARKET IN Cucamonga



DON DOWNS



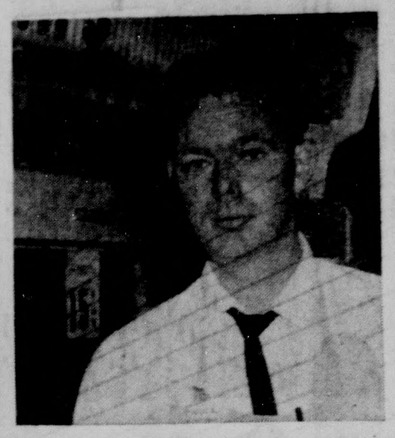
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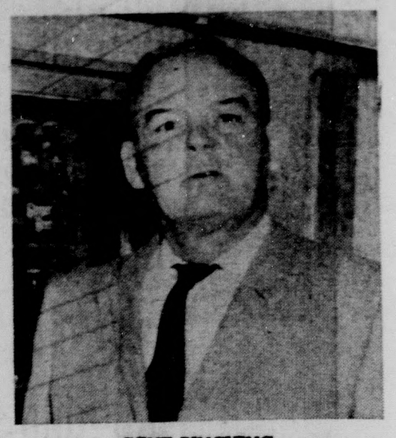
SHIRLEY JOHNSTON



LOU EPSTEIN



CHUCK SWEEDEN



GENE PINCHING

Lou Epstein, Meat Mgr.

The days of the old fashioned meat weighing scales are gone forever and Lou Epstein, manager of the new Mayfair Market in Cucamonga, is glad ot it.

Epstein, who has been employed by Mayfair for the past seven years, can relax when it comes to meat weighing and packaging. The new market has the latest packaging machine and automatic scale that prints the weights and purchase price.

A 68 foot meat counter will contain the best in blue ribbon meats including 10 feet at the end of the counter for frozen meats.

Epstein, 28, was born in France and received his education both there and in the Los Angeles area. During the Korean War, he served with the Army's famed Second Division with the rank of Staff Sergeant.

With his wife Faye, the Epstein's live in San Bernardino where they bowl, swim, garden and listen to their hi-fi system.

Don Downs to Manage Large Grocery Dept.

Friendly, but very business like in his appearance Don Downs, of 10208 Effen, Cucamonga, grocery manager of the new Mayfair Market in Cucamonga.

Downs worked to his present position as head of a large department with 11 years experience in the food business, starting as box boy, and the last four years with the Mayfair Markets.

Down, 30, was born in East Los Angeles, and received all of his education in Southern California schools, ending with studies at Fullerton and Long Beach State.

Downs served four years with the air force, during 1948 to 1952, and served as a sergeant in the radio operations of the Military Air Transport Service. Two years of his services was spent in the South Pacific area.

In his offtime hours, Downs is interested in judo and has won his Black Belt, the highest honor accorded to judo experts. He also hunts and fishes whenever possible.

Don and his wife Nana have three daughters, Susan, 6; Terri,5; and Karen, 4.

W. Jackson is Assistant

Like all of the other many employes in the new Mayfair Market opening in Cucamonga, Wayne Jackson, assistant grocery manager, comes to the store with a wealth of experience.

He started as a box boy in the grocery business about 10 years ago, and has worked in every department of the supermarkets. He has been with Mayfair for the past three years.

Like the produce manager, Jackson was born in Arkansas, about 26 years ago.

He came to California durin 1935, and received most of his education in the Colton schools.

Wayne's wife is named Lorraine and they have a son Curtis, 5, and a daughter Karen, 2.

When he can, Jackson likes to play golf and just go fishing.

46 EMPLOYES ON HAND AT STORE

Operating a store is no easy process, and preparing for a Grand Opening is even more difficult.

Don Davis, manager of the new Cucamonga Mayfair Market, commented that 46 employees will be on hand to serve the customers during the Grand Open Thursday, Friday, Saturday, and Sunday, Oct. 20-23.

This will enable the store to give the utmost in fast, convenient service which is a standard feature in all Mayfair Markets, he said.

MAYFAIR MARKS DEPARTURE IN AREA MARKETS

The new Mayfair Market in Cucamonga is the first modern super-market in this area, and first in the Cucamonga, Alta Loma, Etiwanda to have nationally-known redemption stamps, such as S & H Green stamps.

S. & H Green stamps say that more than 27 million shoppers redeem their stamps by exchanging them for from more than 1500 nationally-advertised brands of Merchandise in their Redemption Centers throughout the nation.

Sweeden to Man Produce

The produce manager of the new Mayfair Market is by no means a novice in the field, having managed produce sections for the past five years with the market.

Charles "Chuck" Sweeden, who comes to the Cucamonga store from Riverside, will be in charge of the large fruit and vegetable department.

He recently transferred from the Orange County division of the markets.

Chuck was born in Arkansas about 26 years ago but came to California when he was only 3 years old.

He lived in the Long Beach area for many years where he got his education in the beach city schools, finishing with some courses at City College.

Chuck served a couple of years with the First Infantry Division in Germany, and had the grade of a corporal.

But Chuck has many things to keep him busy. He has a wife Bobbie, a son Russell, 3, and a daughter Cindy, 5 months, along with a 20 acre ranch near Corona where he raises alfalfa and white faced cattle.

When time permits he likes to go fishing, especially at Big Bear, or Lake Isabella.

Mrs Johnston at Market

Delicatessen chief at the new Mayfair Market in Cucamonga opening this week is winsome Shirley Johnston, of 9836 Rose Ave. Montclair.

Mrs Johnston remarked delightedly about the wide selection of products she will be able to offer the public from her department of the market, and observed that it was one of the finest she had ever seen.

Mrs. Johnston, whose husband Lawrence is an Edison company employe, was born in Pomona about 30 years ago and has lived in this area all her life. She received all of her education in the Pomona school system.

She has been with the Mayfair Markets for about a year, and has been working in the food business for about 10 years.

The Johnston's have four children, two boys Larry 7 and Gary, 3. And two daughters, Linda, 10, and Carrie, 4.

The Johnson's like family outings, esperially camping in the desert areas or in the vicinity of Huntington Lake.

Skipper Frank to Appear Here

Skipper Frank Herman, star of KTLA's 'Cartoon Carousel", will make a personal appearance at Mayfair Market on Saturday, Oct. 22 at noon.

Appearing with Skipper Frank will be his wooden sidekicks, who are also featured on his Channel 5 television shows.

Skipper Frank will put on a complete magic show and will conduct contests with valuable merchandise as prizes. All those who attend the performance will be given an opportunity to take part in the audience participation portion of his show.

Skipper Frank has been host of "Cartoon Carousel" for more than five years and has earned the honor of being named the number-one children's entertainer in Southern California.

With four sons of his own, Frank knows the likes and dislikes of the youth of this area. He also knows what the parents would like to have their children watch. It has always been his aim to please both the parents and the youngsters, and his success would indicate he has done just that.

Skipper Frank's appearance at Mayfair Market will give his many fans in this area a chance to meet him in person and take part in the fun. "Cartoon Carousel" is seen Monday through Friday, 4 to 5:30 p.m. on Channel 5.



One of the most popular attractions at the Mayfair Market Opening is the Tinkertown Kiddie Ride which will be all four days. The kiddies will love to run the Tinkertown.

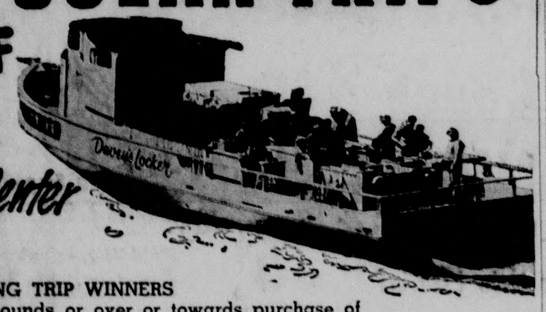
GRAND OPENING FEATURE!

40 FREE OCEAN TRIPS

DEEP SEA FISHING OUT OF Davey's Locker

Newport's largest Sportfishing Center

OPEN YEAR 'ROUND!



40 $25.00 BONUS GIFT CERTIFICATES FOR FISHING TRIP WINNERS
Certificates will apply to mounting of any fish 15 pounds or over or towards purchase of any type of mounted fish — Courtesy of GEORGE LEE (World Famous Taxidermist) Aaut in Costa Mesa-Hawaii.

Liquor Dept in Able Hands

Gene Pinching, an old hand in the food business, will manage the liquor department of Mayfair's Market in Cucamonga.

Pinching, a resident of Riverside, has spent 35 years in the grocery business, the last five as an employe of Mayfair Markets.

He was born in Congress, Arizona about 52 years ago and received most of his education in that state. He came to California in 1931, and has lived in Southern California since that time.

Gene and his wife, Bertie, have two grown children, a son Lawrence Pinching, and a daughter Mrs Robert Griffin, whose husband is presently studying in France on a Fulbright Scholarship.

Pinching is a dog fancier, and both shows and judges canines.

FREE FLOWERS

As an added attraction to the many opening specials this first week the new Mayfair market in Cucamonga, will offer starting on Thursday October 20, these added attractions. . . Free Orchids for the ladies.

For the first 300 customers on Thursday, Friday and Saturday there will be surprise free door gifts.
baskets of groceries every half hour for the first three days.

There will be free Pop Corn and magazines, and free Loona the Tunas every half hour.

One of the most outstanding attractions will be the famous Tinker Town, and all their fun ride for the kids . .. This will be located on the Mayfair parking lot directly in front of the store.

LINE UP OF ACTIVITIES AND EVENTS

THURSDAY, OCT 20

9:00 A.M.
Simple Simon Clown until 6:00 P.M.
Free Balloons All day
Free Tea Aprons to First 400 Customers
Free Basket of Groceries Given Away Every Hour
Loona the Tuna - 1 Free Every Hour

10:00 A.M.
Free Orchids for the Ladies until 6:00 P.M.
Free Popcorn until 6:00 P.M.
Free Cotton Candy until 6:00 P.M.

3:00 P.M.
Tinkertown Kiddie Rides until 7:00 P.M.
Flippo the Clown until 7:00 P.M.

FRIDAY, OCT. 21

9:00 A.M.
Simple Simon Clown until 6:00 P.M.
Free Balloons All Day
Free Tea Aprons to first 400 Customers
Free Basket of Groceries Given Away Every Hour
Loona the Tuna 1 Free Every Hour

10:00 A.M.
Free Orchids for the Ladies until 6:00 P.M.
Free Popcorn until 8:00 P.M.
Free Cotton Candy until 5:00 P.M.

3:00 P.M.
Tinkertown Kiddie Rides until 8:00 P.M.
Flippo the Clown until 8:00 P.M.

SATURDAY, OCT. 22

9:00 A.M.
Simple Simon Clown until 6:00 P.M.
Free Balloons All Day
Free Tea Aprons to first 400 Customers
Free Basket of Groceries Given Away Every Hour
Loona the Tuna - 1 free every hour

10:00 A.M.
Free Orchids for the Ladies until 6:00 P.M.
Free Popcorn until 7:00 P.M.
Free Cotton Candy until 5:00 P.M.

Tinkertown Kiddie Rides until 5:00 P.M.
Flippo the Clown until 5:00 P.M.
Gordo's La Jolla Quintet until 5:00 P.M.

12:00 Noon
Skipper Frank - One hour only

SUNDAY, OCT. 23

12:00 Noon
Tinkertown Kiddie Rides until 5:00 P.M.

12:00 Noon
Flippo the Clown until 5:00 P.M.



TOP ENTERTAINMENT for the youngsters will be Flippo, the Clown, who will be present at the Mayfair Market Grand Opening all four days. He will hand out free balloons and make you laugh. You'll love Flippo.



SKIPPER FRANK HERMAN, star of KTLA's "Cartoon Carousel," will be appearing in person to greet his friends at the Mayfair Market in Cucamonga at noon until 1 p.m. Saturday, Oct. 22.

Van de Kamp's GRAND OPENING

9477 Foothill Blvd. Newest Self-Service Bakery in Mayfair



Van de Kamp's
GRAND OPENING
SPECIALS

Thurs.-Sun., Dec. 00-00
PRICES EFFECTIVE IN THIS STORE ONLY

Large 8-Inch
APPLE PIE
SPECIAL ea. 49c
(Reg. 65c)

Sugared or Iced
Cinnamon Rolls
Pkg. of 8.....Special 19¢
(Reg. 33c)

SHORT BREAD COOKIES
1-Pkg. Special.....9¢
(Reg. 33c)

CHOCOLATE or PASTEL MINTS
1/2 lb. box SPECIAL 63c
(Reg. 69c)

LOOK FOR OTHER GRAND OPENING SPECIALS!
HOURS: SAME AS MARKET'S INCLUDING NIGHTS AND SUNDAYS

LOOK FOR THE BLUE WINDMILL... FOR 45 YEARS THE SIGN OF QUALITY BAKERY PRODUCTS

Van de Kamp's BAKERY

Mayfair SUPER MARKETS

Grand Opening



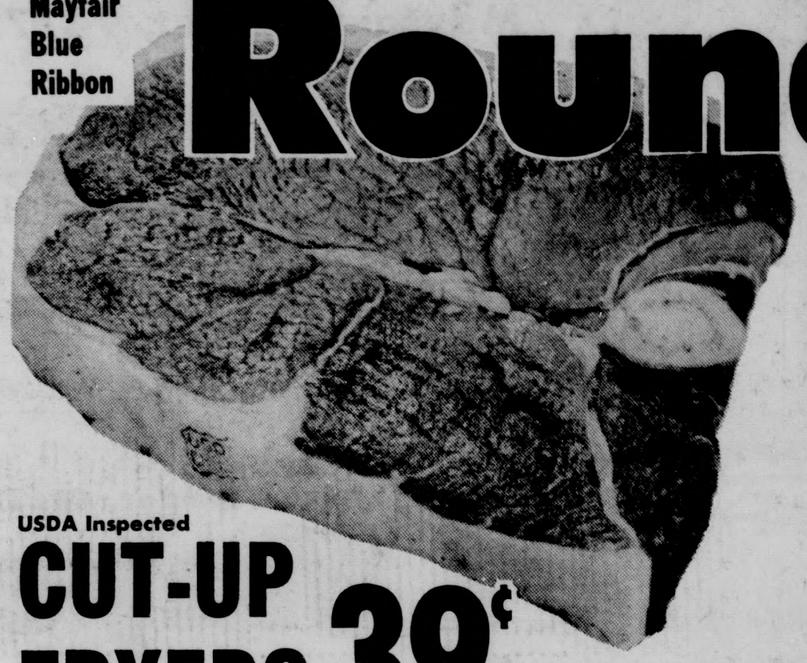
WE GIVE S&H GREEN STAMPS

9477 FOOTHILL BLVD.
CUCAMONGA

Meat Dept. Specials

Mayfair Blue Ribbon

Round Steak 57¢ lb.



Mayfair Blue Ribbon
Porterhouse Steak.. 89¢ lb.

Mayfair Blue Ribbon
Sirloin Tip Steak..... 75¢ lb.

Mayfair Blue Ribbon
Top Sirloin Steak..... 1.05 lb.

Mayfair Blue Ribbon
Rib Steak..... 59¢ lb.

Mayfair Blue Ribbon
Club Steak..... 69¢ lb.

Mayfair Blue Ribbon
Cube Steak.....

Plate Beef.... 15¢ lb.
Beef Stew.... 59¢ lb.
Short Ribs.... 25¢ lb.

MAYFAIR BLUE RIBBON
T-BONE STEAK 83¢ lb.

USDA Inspected
CUT-UP FRYERS 39¢ lb.

Chuck Roast

Mayfair Blue Ribbon
33¢ lb.



MAYFAIR BLUE RIBBON
RUMP ROAST 55¢ lb.

Mayfair Blue Ribbon
7-Bone Roast 39¢ lb.

Mayfair Blue Ribbon
Rolled Roast 65¢ lb.

Mayfair Blue Ribbon
O-Bone Roast 45¢ lb.

Mayfair Blue Ribbon
Rib Roast.... 65¢ lb.

Ground Beef



Fresh Lean, Exacta Cut

3 lbs. 89¢

Ground Chuck.... 49¢ lb.
Ground Round.... 59¢ lb.

Rath, 1-lb. Roll
Pork Sausage..... 35¢

Sliced Bacon
Mayfair 1-lb. Pkg. **49¢**

Flash, Reg. Size Beef, Veal
Frozen Butter Steaks..... 49¢

Kold Kist, Regular Size
Frozen Sandwich Steaks 10 for $1

RUPERT BRAND GRADE A

Breaded, 1½-lb. Pkg.
Fantail Shrimp..... $1.39

8-oz. Pkg.
Fishsticks..... 3 for $1

1-lb. Pkg.
Catfish Fillets..... 55¢

1-lb. Pkg.
Perch Fillets..... 49¢

Deli Dept. Specials

Grand Taste

Franks
1-lb. Pkg. **39¢**

Chipped Beef. 3-oz. Pkg. **..3 for $1**

Oscar Mayer

SMOKIE LINKS ..... 12-oz. Pkg. **59¢**
SLICED BOLOGNA 7-oz. Pkg. **3 for $1**
SLICED SALAMI ....7-oz. Pkg. **3 for $1**
FAMILY LOAF ..... 7-oz. Pkg. **3 for $1**

14¾-oz. Pkg.
Betty Crocker Pizza 39¢

White House Dressings

Sour Cream 8-oz. Jar **39¢**
Blue Cheese 8-oz. Jar **39¢**
1000 Island 8-oz. Jar **39¢**

14¼-oz. Jar
Roquefort Cheese.. 49¢

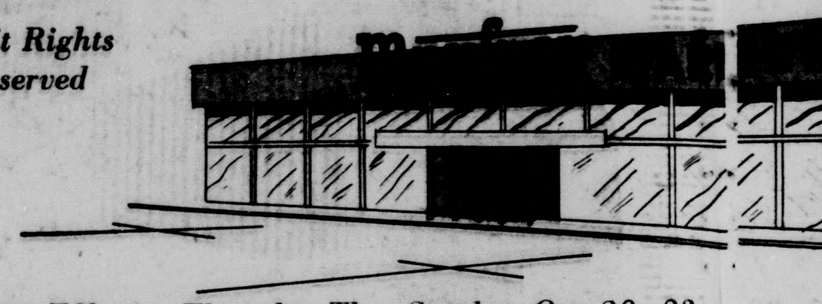
You Always Get More for Your Money at Mayfair

GRAND OPENI



There will be a fabulous f our
vity for everyone with Gr and
Grand Opening Prizes. Yo u'll
Mayfair Market, 9477 Foo thill

Limit Rights Reserved



Prices Effective Thursday Thru Sunday, Oct. 20 - 23.



Peaches No. 2½ Can Sliced or Halves **5 for $1**

Mayfresh, No. 303 Can
Fruit Cocktail **5 for $1**

Mayfresh, No. 303 Can
Applesauce **8 for $1**

Mayfresh, 46-oz. Can
Tomato Juice **5 for $1**

Mayfresh, 8-oz. Can
Tomato Sauce **14 for $1**

Mayfresh, 12-oz. Btl.
Tomato Catsup **8 for $1**

Mayfresh, No. 2½ Can
Tomatoes **5 for $1**

Kitchen Charm, 100' Roll
WAX PAPER..... 19¢

Marcal, 80 Ct., Paper Wrap
PAPER NAPKINS 2 for 23¢

No. 1 Tall Can
CALO DOG FOOD 6 for 69¢

Anthony, 1-lb. Pkg.
SPAGHETTI..... 2 for 37¢

Laura Scudder, 16-oz. Jar, Deal Pack
PEANUT BUTTER.....39¢

Sta-Crisp, 1-lb. Pkg.
SODA CRACKERS....19¢



Canada Dry, 28-oz. Size
Ginger Ale **5 for $1**

Knott's Berry Farm, 29-oz. Can
Boysenberry Juice 29¢

Glorietta, 46-oz. Can, Deal Pack
Tomato Juice.....23¢

Case Swayne, No. 2½ Can
Pork&Beans 5 for $1

Laura Scudder, Qt. Jar, Do al P
Mayonn

Halfhill, ½ Flat Can
Chunk T

Carnation, No. 1 Tall Can
Can Mil

Venus, 9½-oz., Assorted Flavors
Ring Cookies....

Appian Way, 12½-oz. Pkg.
Pizza Pie Mix ..

Vet's, No. 1 Tall Can
DOG FOOD.... 15

Star Brand, 2 -oz. Jar, Pimiento
Stuffed Oliv e

NORTHERN
Toilet Tissue 4 Roll Pack **3 for $1**

Sugary Sam, No. 2½ Can
Yams ....4 for $1



Armour's 12-oz. Can Luncheon Meat
Treet 49¢

Archway, 7½-oz. Pkg.
Cookies....39¢



Wilderness, No. 2 Can
Pie Filling..3 for $1

Vet's, 5-lb. Dry
Dog Food.....59¢

Liquid Detergent, 22-oz. Deal Pack
Chiffon.....59¢



Kleen King, 8-oz. Liquid
Copper Cleaner... ...

Jan-U-Wine, No. 2½ Can
Chow Me n Noodles .. ..

Bits O' Honey, No. 303 Can
CREAM CORN. .....

Bits O' Honey, No. 303 Can
SWEET PEAS.. .....

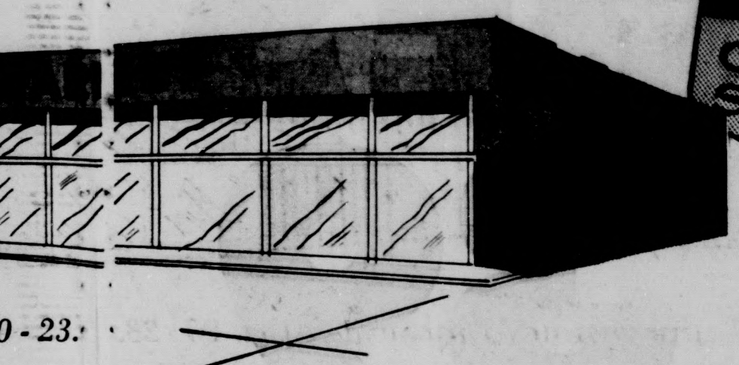
Mayfresh, 1-lb. Pkg.
MARSHMALLO WS

Old Tavern, 20-oz. Assorted
JELLIES & PRIS ER

You Get More for Your Money at Mayfair . . . You Get More for Your Money at

ING CELEBRATION

ous four days of fun and festi-
h Grand Opening Specials and
. You'll find it all at the New
Foothill Blvd., Cucamonga.



WE GIVE S&H GREEN STAMPS



Flour 39¢
Gold Medal, 5-lb. Bag



Betty Crocker, 19-oz. Pkg.
Cake Mix Malt, Yellow, Devil's, Marble, White, Spice, Peanut 4 for $1

Giant Size Detergent
White King "D" 49¢



Jolly Time, 20-oz. Can
POP CORN.... 4 for $1

Quart Bottle
ZIPPY STARCH.. 19¢



Schilling PURE GROUND **BLACK PEPPER** 2 oz. can 29¢

Jar, Do al Pack
onnaise 39¢

k Tuna 5 for $1

l Can
Milk 7 for $1

ies.... 4 for $1

Mix .. 35¢

15 for $1

Oliv es 25¢

oz. Liquid
per 45¢

ner... ...

No. 2½ Can
w Mel n 29¢

dles .. ..

y, No. 303 Can
I CORN ..... 6 for $1

y, No. 303 Can
PEAS... ..... 6 for $1

lb. Pkg.
HMALLO WS..... 4 for $1

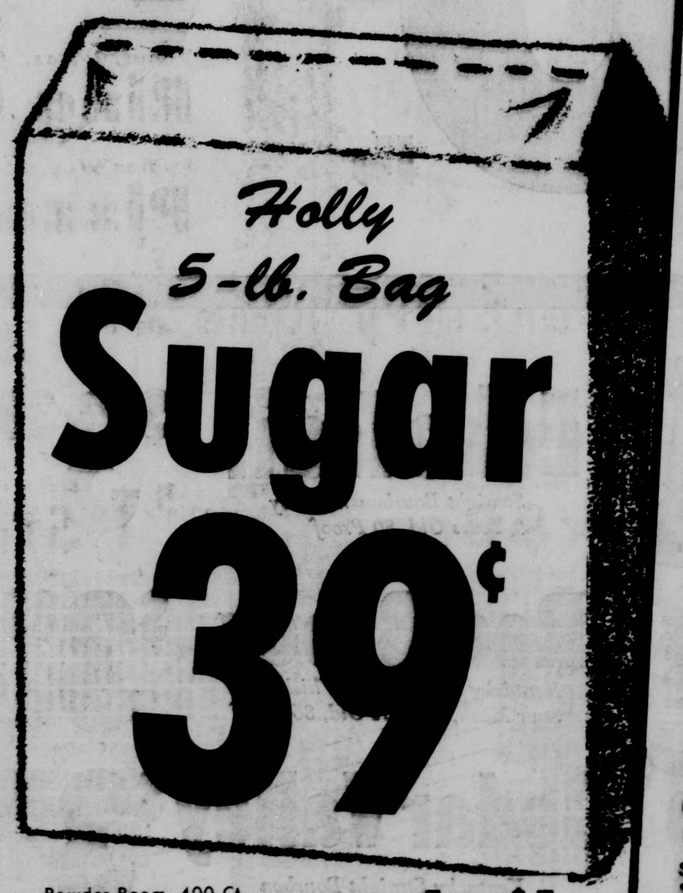
20-oz. Assorted
S & PRI ERVES 3 for $1



One Carton Serves 18



Royal Crown COLA
the *fresher* refresher
6 for 49¢
PLUS DEPOSIT



Powder Room, 400 Ct.
FACIAL TISSUE.. 4 for $1

Venus, 2-lb. Bag
PINTO BEANS..... 4 for $1

Venus, 2-lb. Bag
LONG GRAIN RICE..... 29¢

Kern's, 2-lb. Jar
GRAPE JELLY..... 39¢

Wilshire, 22-oz. Jar, Doodle Dandy
DILL PICKLES..... Kosher or Dills ...3 for $1

Treesweet, 6-oz. Cans
Orange Juice 5 for $1

Fruit Pies Simple Simon, 8 Inch Apple, Peach, Cherry, Boysenberry. 3 for $1

6-oz. Cans, Assorted Flavors
Tip Top Frozen Drinks..... 8 for $1

Rosarita, 12-oz. Pkg.
BEEF ENCHILADAS..... 45¢

Rosarita, 6-oz. Pkg.
COCKTAIL TACOS..... 39¢

Rosarita, 16-oz. Pkg.
MEXICAN DINNERS.... 59¢

6 Pack
ROSARITA TACOS..... 45¢

Birds Eye, 10-oz. Pkg.
FROZEN PEAS..... 6 for $1

Birds Eye, 10-oz. Pkg.
CUT BROCCOLI..... 6 for $1

Birds Eye, 10-oz. Pkg.
SPINACH..... Leaf or Chopped ..... 6 for $1

Birds Eye, 10-oz. Pkg.
BUTTER BEANS..... 6 for $1

Birds Eye, 10-oz. Pkg.
MIXED VEGETABLES..... 5 for $1

Birds Eye, 9-oz. Pkg.
CUT GREEN BEANS..... 5 for $1

Birds Eye, 9-oz. Pkg., French Cut
GREEN BEANS..... 5 for $1

Star Kist, 8-oz. Pkg.
TUNA PIES..... 4 for $1

Downyflake, 6-oz. Pkg.
FROZEN WAFFLES..... 2 for 29¢

Gordo's, 12-oz. Pkg.
ENCHILADA PLATE..... 3 for $1

Gordo's, 1½-lb. Pkg.
REFRIED BEANS..... 2 for 49¢

Gordo's, 14-oz. Pkg.
CHEESE ENCHILADAS.... 3 for $1

Fradelis, 12-oz. Assorted
Frozen Dinners..... 49¢

Certi-Fresh, 1-lb. Pkg.
Fish 'n Chip Dinner 59¢

Roselin, 16-oz. Size
Cheese Pies.....

Kold Kist, 16-oz. Pkg.
BEEF STEW.... 3 for $1

Kold Kist, 16-oz. Pkg.
CHILI BEANS 4 for $1

Ken Rose, Large Family Size
Pizza 79¢

ey at Mayfair plus S&H Green Stamps



Grand Opening



WE GIVE S&H GREEN STAMPS

9477 FOOTHILL BLVD.
CUCAMONGA

Perfection in Produce



POTATOES

New Crop White Rose **10** -lb. Cello Bag **39¢**

Extra Fancy, Red Emperor
Grapes 5¢ lb.

Canadian McIntosh
Apples 2 lbs. 25¢

Garden Fresh
Romaine 2 for 15¢

Casaba
Melons 4¢ lb.

Bananas

Golden Ripe, Central American

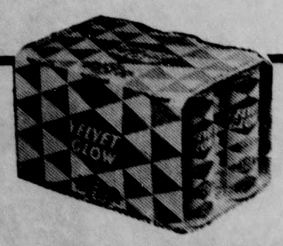
10¢ lb.



80 Proof Vodka
Aristoff $3.39 5th
Triple Distilled Charcoal Filtered

80 Proof Vodka
Zarofsky $2.98 5th
Distilled from Neutral Spirits





Velvet Glow, 12-oz. Cans

BEER
6 Cans 79¢

Scotch Whiskey
Johnny McCabe's $3.98 5th
Distilled and Blended in Scotland

Imported Scotch
Caldwell's $4.79 5th

Park Avenue $2.98 5th
London Dry 80 Proof



Burgundy or Sauterne
Lido Club Wine.. $1.29 Gal.

Bottled Fermented Calif. Champagne
Charles Le Franc $2.29 5th

Calif. Champagne
Chateau Louis. Pink or Brut. $1.98 5th



EchoTrail $3.39 5th
Straight Bourbon Whiskey 9 Years Old, 80 Proof

Red Brook $3.89 5th
Kentucky St. Bourbon Whiskey Sour Mash, 9 Years Old, 86 Proof

Cedar Valley $3.39 5th
Kentucky Straight Bourbon Whiskey, 9 Years Old, 80 Proof



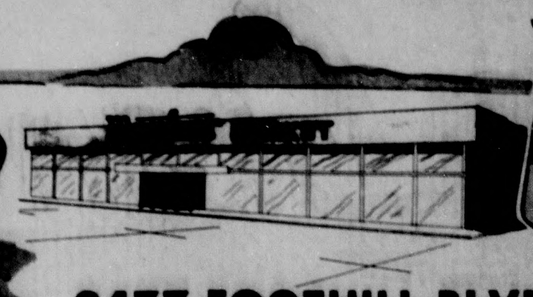
St. Kentucky Bourbon, 4 Years Old, 100 Proof
Old Kentucky Quality $3.79 5th

Kentucky St. Bourbon, 7 Years Old, 86 Proof
Waterfill & Frazier.... $4.39 5th

You Always Get More for Your Money at Mayfair



Grand Opening



WE S&H GREEN STAMPS

9477 FOOTHILL BLVD.
CUCAMONGA

SPECIALS

NEW! Schilling SPAGHETTI SAUCE MIX 1½-oz. 23c

Freeman Certi-Fresh Foods

Sea Bass Steaks ..... 12-oz. Pkg. 63¢
Swordfish Fillets ..... 12-oz. Pkg. 69¢
Green Shrimp ..... 8-oz. Pkg. 69¢
French Fried Shrimp ..... 5-oz. Pkg. 49¢
Frozen Trout ..... 8-oz. Pkg 59¢

APPIAN WAY
Pizza
Pie Mix
12½-oz. PKG. 35¢

VET'S DRY
Dog Food
5-lb. Bag 59¢
10-lb. Bag $1.29

Wesson Oil Qt. Btl. 63¢

Snowdrift Shortening, 3-lb. Can, Deal Pack 75¢

Hawaiin Punch Jumbo 46-oz. Can 3 for $1

Missouri Barbecue Sauce 8-oz. Btl. 33¢ / 16-oz. Btl. 57¢

Superior Honey 16-oz. Jar Clover 39¢

SMUCKER'S JAMS & JELLIES



10-oz. Jar Grape Jelly ..... 29¢
10-oz. Jar Crabapple Jelly .. 29¢
12-oz. Jar Apricot Preserves 39¢
12-oz. Jar Strawberry Preserves .. 43¢



PURE VANILLA 59¢ 1 oz.
Schilling FOOD COLORS 19¢ PKG.

Anthony Spaghetti 1-lb. Pkg. 2 for 37¢
Anthony, Assorted, 1-lb. Pkg.
Noodles 37¢
Anthony Elbo Macaroni 1-lb. Pkg. 23¢

Soilax 16-oz. **Cleanser** 33¢

Canada Dry Ginger Ale Btl. 5 for $1

Wilderness Pie Fillings

APPLE ..... No. 2 Can 3 for $1
CHERRY ..... No. 2 Can 3 for $1
FR. APPLE .. No. 2 Can 3 for $1
PEACH ..... No. 2 Can 3 for $1

VENUS COOKIES

9½-oz. Assorted Ring Cookies ... 4 for $1
1½-lb. Pkg. Celestial Creams 49¢
1½-lb. Pkg. Constellation Creams 49¢
Venus, 2-lbs. Baker Special .... 49¢

Early California Olives Pimiento Stuffed 3-oz. Jar 4 for $1

You Always Get More for Your Money at Mayfair

Grand Opening





9477 FOOTHILL BLVD.
CUCAMONGA

SPECIALS

Chris and Pitts Famous
Bar B-Q Sauce Regular or Hot 12-oz. Btl. **39¢**

SHASTA
Canned Beverage
Assorted Flavors
6 for 59¢

Oh-Boy Pizza Pies
16-oz., Large
Cheese Pizza.....79¢
19-oz., Large
Pepperoni Pizza..79¢
8-oz. Size
Cheese Pizza.....49¢
8-oz. Size
Pepperoni Pizza..59¢

ADAMS
Cheese Snax's.....
Onion & Garlic Chips
Caramel Corn.....
3 for $1

Finish 30-oz.
Detergent 49¢

Mayfair Features the Complete Line of Fradelis
Frozen Dinners 49¢

MARIE CALLENDER'S, 34-oz.
Apple Betty Pies
Berry Betty Pies
69¢

Libby's Frozen Food
Sliced Strawberries 10-oz. Pkg. **29¢**
Libby's Meat Pies 8-oz. Pkg. **25¢**

Gorton's Frozen Fish
FISH STICKS..... 10-oz. Pkg. **.45¢**
CLAM CHIPS..... 7-oz. Pkg. **.....53¢**
FISH CHIPS..... 7-oz. Pkg. **....39¢**
FRIED SCALLOPS..... 7-oz. Pkg. **.69¢**

Rosarita Frozen Mexican Food
BEEF ENCHILADAS..... 12-oz. Pkg. **.....45¢**
CHEESE ENCHILADAS..... 12-oz. Pkg. **...39¢**
COCKTAIL TACOS..... 6-oz. Pkg. **.....39¢**
BEEF ENCHILADAS DINNER.... 14-oz. Pkg. **.59¢**

Rupert's
FISH STICKS 8-oz. Pkg. **39¢**
BREADED SHRIMP 1½-lb. Pkg. **$1.79**
PERCH FILLETS 1-lb. Pkg. **53¢**
HALIBUT FILLETS 1-lb. Pkg. **81¢**

Kold Kist
CHILI BEANS 16-oz. Pkg. **4 for $1**
BEEF STEW 16-oz. Pkg. **3 for $1**
CREAMED CHICKEN 16-oz. Pkg. **49¢**
SIRLOIN TIPS 16-oz. Pkg. **49¢**

SHEEPHERDER'S FROZEN
White or Wheat
Bread 1-lb. **39¢**

Eggo Frozen
Waffles
3 PACK **17¢**

Birds Eye
10-oz. Cut
Green Beans 5 for $1
10-oz.
Garden Peas 6 for $1
9-oz. Pkg., Crinkle Cut
French Fries.. 6 for $1
Delicious
Cut Corn.....6 for $1

You Always Get More for Your Money at Mayfair